

In re Application of: Aharon Ronen Mizrahi et al
 Serial No.: 10/534,136
 Filed: February 22, 2006
 Office Action Mailing Date: April 22, 2010

Examiner: Scott L. Jarrett
 Group Art Unit: 3624
 Attorney Docket: 35935
 Confirmation No.: 8484

In the Claims:

1. (Currently Amended) A method of conducting a survey session by means of a computerized survey system adapted to communicate with a plurality of respondents by means of respondent stations, the method comprising:

providing a plurality of questions to respondents stations, at least some questions being provided to a plurality of the respondents stations, wherein at least one of said plurality of questions is an open question;

collecting answers to the questions from the respondents stations;

transferring at least some of the answers to respondent stations of respondents other than those who generated the answers, during the survey session;

collecting from the respondent stations responses to the transferred answers, at least some of the responses being qualitative;

providinggenerating a summary report in said computerized survey system which is at least partially based on qualitative responses or answers collected from the respondent respondents-stations; and

adjusting the progression of the survey session by said computerized survey system, responsive to the providedgenerated summary, during the survey session, said adjusting comprises adjusting at least one question responsive to said qualitative responses or answers.

2-8. (Canceled)

9. (Currently Amended) A method according to claim 1, wherein at least one of the questions is provided after transferring at least some of the answers to respondent stations of respondents other than those who generated the answers.

10-11. (Canceled)

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12. (Currently Amended) A method according to claim 1, wherein the respondents are divided by the computerized survey system into sub-groups and wherein transferring the answers comprises transferring each answer to respondent stations of respondents in the same sub-group as the respondent generating the answer.

13. (Canceled)

14. (Currently Amended) A method according to claim 1, wherein at least one of the provided questions is generated by the computerized survey system responsive to statistics on the answers collected from a plurality of respondents stations.

15. (Currently Amended) A method according to claim 14, wherein the at least one question is generated automatically by the computerized survey system.

16. (Currently Amended) A method according to claim 1, wherein transferring the answers from the respondent stations comprises transferring answers from at least one of the respondents stations to a group of respondents stations which changes during the survey for different answers of the respondents.

17. (Currently Amended) A method according to claim 16, wherein the group of respondents station receiving the answers changes at least partially according to the contents of the answers.

18. (Canceled)

19. (Currently Amended) A system for conducting a survey, comprising:

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a plurality of respondent stations adapted to collect statements from respective respondents;

at least one presentation station adapted to provide questions to the respondent stations for display to the respondents, at least one of said plurality of questions is an open question;

a server adapted to provide statements collected by at least one first respondent station to one or more second respondent stations, at least one of the collected statements being generated responsive to a statement provided by the server, and to collect responses from said one or more second respondent stations responsive to the statements provided from said at least one first respondent station; and

a report unit adapted to provide a report summarizing qualitative answers or statements provided by the respondents to provided questions, wherein said at least one presentation station is adapted to adjust the questions provided to the respondent stations for display responsive to said collected statements and/or responses received from said one or more second respondent stations.

20-22. (Canceled)

23. (Previously Presented) A system according to claim 19, wherein at least some of the provided questions include closed questions.

24-45. (Canceled)

46. (Currently Amended) A method according to claim 1, wherein providing a plurality of questions to respondent stations comprises using a question provider adapted to provide a question to a plurality of respondents stations,

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and wherein collecting answers from the respondent stations comprises collecting answers using an answer input unit adapted to receive answers from the respondents stations; and

wherein the method further comprises generating ~~generate~~ wording for at least one question, responsive to the answers received from the respondents stations.

47. (Currently Amended) A method according to claim 46, wherein the processorcomputerized survey system selects from a plurality of answers given to an open question, several answers to be used in a closed question version of the open question.

48. (Currently Amended) A method according to claim 46, wherein the answer input unit receives from the respondent stations respondents ratings of the answers, and wherein the computerized survey systemprocessor uses the ratings in generating the at least one question.

49. (Currently Amended) A method according to claim 46, wherein the computerized survey systemprocessor generates at least one open question.

50. (Currently Amended) A method according to claim 49, wherein the processorcomputerized survey system generates an open question which asks for the reason of the a statistical distribution of answers to one or more questions.

51. (Currently Amended) A method according to claim 46, wherein the question provider provides at least one question generated by the processorcomputerized survey system during a same survey session in which the answers used in generating the question were received.

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52. (Withdrawn) A method of conducting a survey, comprising:
providing a question to a plurality of respondents;
receiving answers from at least some of the respondents; and
selecting a delay period suitable for avoiding bias;
providing a first respondent with an answer received from at least one second respondent, delayed by the selected delay period relative to the time the answer was received.

53. (Withdrawn) A method according to claim 52, wherein providing the answer received from the at least one second respondent comprises providing the answer from the second respondent only after receiving an answer from the first respondent, although the answer from the second respondent was received before the answer from the first respondent.

54 (Withdrawn) A method according to claim 52, wherein providing the first respondent with an answer from at least one second respondent comprises providing the first respondent with a plurality of answers.

55. (Withdrawn) A method according to claim 54, wherein providing the first respondent with an answer from at least one second respondent comprises providing the first respondent with fewer than all the answers received from other respondents.

56. (Withdrawn) A method according to claim 54, wherein providing the first respondent with an answer from at least one second respondent comprises providing one or more answers which fit one or more filtering requirements.

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70. (Currently Amended) A method according to claim 1 wherein said providing comprises providing by the computerized survey system, during a survey session, a first question to respondent stations of a first group of a plurality of respondents, over a computer network;

and comprising:

statistically analyzing in said computerized survey system the collected answers to the first question;

providing, during the survey session, a second question on the reasons to the statistical distribution of the collected answers to the first question, to a plurality of respondents stations, over the computer network;

collecting answers from said respondent stations to the second question; and

providing in said computerized survey system a statistical tabulation of the answers to the second question.

71. (Currently Amended) A method according to claim 70, wherein the second question provided to the respondent stations comprises an open question.

72. (Currently Amended) A method according to claim 70, wherein the second question provided to the respondent stations comprises a request to rate one or more given explanations to the statistics of answers of the first question.

73. (Currently Amended) A method according to claim 1, comprising:
setting a survey goal in the computerized survey system on the statistics to be achieved by the survey prior to said providing a plurality of questions;
transferring at least some of the answers to respondent stations of respondents other than those who generated the answers;

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comparing in said computerized survey system a current state of the survey to thesaid survey goal; and

controlling the providing of the questions or the transferring of the answers to respondent stations responsive to the comparison.

74. (Currently Amended) A method according to claim 73, wherein controlling the transferring of the answers to the respondent stations comprises determining a number of respondents to receive an answer.

75. (Currently Amended) A method according to claim 73, wherein transferring at least some of the answers to respondent stations comprises transferring to fewer than all the respondents.

76-87. (Canceled)

88. (Currently Amended) A method according to claim 1, wherein providinggenerating the summary is performed by the computerized survey system in real-time.

89. (Currently Amended) A method according to claim 1, wherein the summary report generated by the computerized survey system comprises a statistical report.

90. (Currently Amended) A method according to claim 1, comprising displaying the generated summary generated by the computerized survey system to a moderator of the survey, during the survey session.

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91. (Currently Amended) A method according to claim 1, wherein providinggenerating the summary report by the computerized survey system comprises grouping similar answers together and stating for each answer the percentage of respondents providing the answer.

92. (Currently Amended) A method according to claim 1, wherein providinggenerating the summary report by the computerized survey system comprises using text mining methods to analyze the answers.

93. (Currently Amended) A method according to claim 1, wherein providinggenerating the summary report by the computerized survey system comprises stating for dominant words and a number of collected answers including the words.

94. (Currently Amended) A method according to claim 1, wherein transferring at least some of the answers to respondent stations of respondents other than those who generated the answers comprises transferring to respondents selected responsive to a provided requirement on the number or profile of the respondents to receive the answers.

95. (Currently Amended) A method according to claim 1, wherein transferring at least some of the answers to respondent stations comprises transferring at least one answer delayed relative to the time the answer was received.

96. (Currently Amended) A method according to claim 1, wherein adjusting the progression of the survey by the computerized survey system comprises using the summary report to generate or modify one or more of the questions provided to the respondent stations.

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97. (Currently Amended) A method according to claim 1, wherein adjusting the progression of the survey session by the computerized survey system comprises changing a preplanned survey plan.

98. (Currently Amended) A method according to claim 97, wherein changing a preplanned survey plan by the computerized survey system comprises skipping at least one question in a question roster of the preplanned survey plan.

99. (Currently Amended) A method according to claim 97, wherein changing a preplanned survey plan by the computerized survey system comprises adjusting at least one question in a question roster of the preplanned survey plan.

100. (Previously Presented) A system according to claim 19, wherein the at least one presentation station is adapted to adjust the provision of questions to the respondent stations responsive to the report from the report unit.

101. (Withdrawn) A method of conducting an interactive survey session, comprising:

providing a plurality of questions to a plurality of respondents, during the session; and

transferring input generated by at least some of the respondents in response to the provided questions to others of the at least some of the plurality of respondents during the session,

wherein the plurality of questions are provided to at least two of the respondents in different orders.

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102. (Withdrawn) A method according to claim 101, wherein the orders of providing the questions to the respondents is determined by a survey system and not by the respondents.

103. (Withdrawn) A method according to claim 101, wherein the different orders are predetermined before the survey session.

104. (Withdrawn) A method according to claim 101, wherein the different orders are determined according to a goal of the survey session.

105. (Withdrawn) A method according to claim 101, wherein the different orders are determined automatically by a server, in a manner which controls bias.

106. (Withdrawn) A method according to claim 101, wherein the different orders are determined automatically responsive to information on the respondents.

107. (Withdrawn) A method according to claim 106, wherein the different orders are determined automatically responsive to profiles of the respondents.

108. (Withdrawn) A method according to claim 106, wherein the different orders are determined automatically responsive to input from the respondents.

109. (withdrawn) A method according to claim 101, wherein the different orders are determined automatically randomly.

110. (Withdrawn) A method according to claim 101, wherein the session lasts less than three hours.

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111. (Withdrawn) A method according to claim 101, wherein the respondents are divided into sub-groups and wherein transferring the input comprises transferring the input to respondents in the same sub-group as the respondent generating the input.

112. (Withdrawn) A method according to claim 101, wherein providing the plurality of questions comprises providing visual stimuli for reaction by the respondents.

113. (Currently Amended) A method according to claim 1, wherein said plurality of respondents from which answers are collected by the respondent stations are more than 100 respondents.

114. (Currently Amended) A method according to claim 1, wherein said plurality of respondents from which answers are collected by the respondent stations are more than 1000 respondents.

115. (Currently Amended) A method according to claim 1, wherein ~~said the~~ survey session conducted by the computerized survey system comprises a focus group.